SEARCHING FOR PROGRAMS AND UPDATING VIEWER PREFERENCES
WITH REFERENCE TO PROGRAM SEGMENT CHARACTERISTICS
Inventors: Gil Gavriel DUDKIEWICZ et al.
Attorney: Ronald Coslick – 051448-0211
FOLEY & LARDNER – (310) 277-2223
Sheet 1 of 19

| Business Day | | 208  NEWS  8:24 pm | |
|---|---|---|---|
| Mon 9/22 8:00 pm - 9:00 pm | | | |
| Today's business news and information. CEO Jeffrey Jones; travel industry | | | |
| **Mon 9/22** | **8:00 pm** | **8:30 pm** | **9:00 pm** |
| 204  SPRT | Sports Central | | NFL Preview |
| 208  NEWS | Business Day | | News |
| 209  HOME | Design at Home | | Decorating |
| 243  LA 13 | Giants @ Dodgers | | Postgame Show |
| 254  LA 24 | Business Report | Today in Politics | Roundtable |
| 258  LA 28 | Nexus | | Natural World |
| 280  LA 50 | Auto World | Sound Check | The Movie Critics |
| 288  LA 58 | Collector's Hour | | Investigation |

**Figure 1**
**Prior Art**

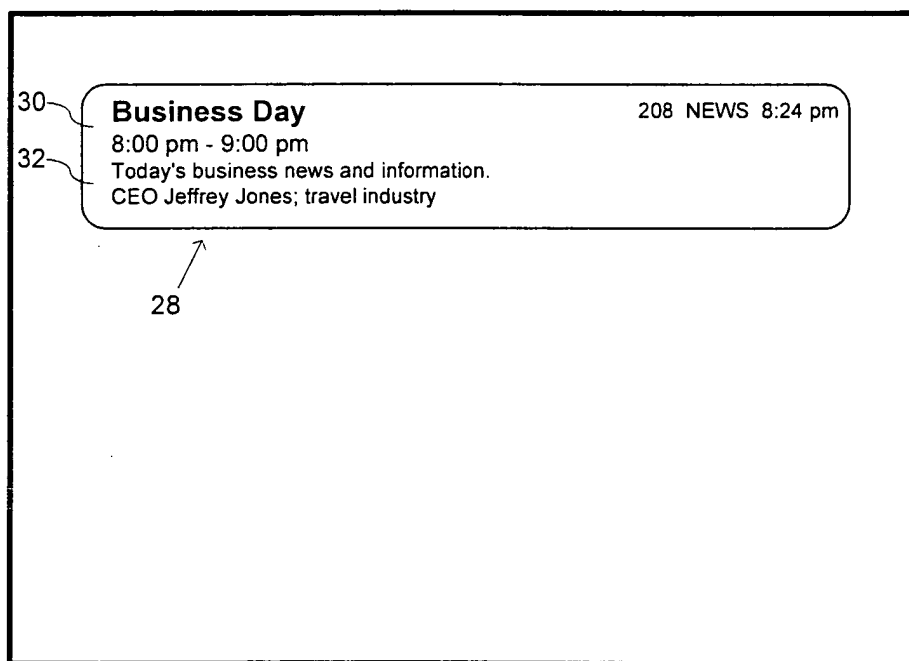| Business Day | 208  NEWS  8:24 pm |
|---|---|
| 8:00 pm - 9:00 pm | |
| Today's business news and information. CEO Jeffrey Jones; travel industry | |

**Figure 2**
**Prior Art**

SEARCHING FOR PROGRAMS AND UPDATING VIEWER PREFERENCES
WITH REFERENCE TO PROGRAM SEGMENT CHARACTERISTICS
Inventors: Gil Gavriel DUDKIEWICZ et al.
Attorney: Ronald Coslick – 051448-0211
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Sheet 2 of 19

| | |
|---|---|
| **Program identifier:** | 762645819.0405 |
| **Program title:** | Business Day |
| **Type:** | Series |
| **Genre:** | News |
| **Series description:** | Today's business news and information |
| **Program description:** | CEO Jeffrey Jones; travel industry |
| **Channel:** | News Network |
| **Date:** | 09/22/2003 |
| **Time:** | 8:00 pm |
| **Duration:** | 60 min |
| **Rating:** | General |
| **Language:** | English |
| **Alternate language:** | Spanish |
| **Closed caption:** | Yes |
| **Audio type:** | Stereo |

Conventional program metadata

# Figure 3
# Prior Art

SEARCHING FOR PROGRAMS AND UPDATING VIEWER PREFERENCES
WITH REFERENCE TO PROGRAM SEGMENT CHARACTERISTICS
Inventors: Gil Gavriel DUDKIEWICZ et al.
Attorney: Ronald Coslick – 051448-0211
FOLEY & LARDNER – (310) 277-2223
Sheet 3 of 19

| | |
|---|---|
| **Program identifier:** | 762645819.0405 |
| **Program title:** | Business Day |
| **Program description:** | Today's business news and information |
| **Channel:** | News Network |
| **Date:** | 09/22/2003 |
| **Time:** | 8:00 pm |
| **Duration:** | 60 min |
| **Rating:** | General |
| **Language:** | English |
| **Alternate language:** | Spanish |
| **Closed caption:** | Yes |
| **Audio type:** | Stereo |
| **Categories:** | news,8; business,9; investment,8; ... |
| **Keywords:** | Federal Reserve; interest rates; ... |
| **Actors:** | |
| **Director:** | |

Program metadata

| | |
|---|---|
| **Program identifier:** | 762645819.0405 |
| **Program title:** | Business Day |
| **Segment identifier:** | 762645819.0405.0004 |
| **Segment title:** | Earnings reports |
| **Segment description:** | IBM, Dell, Cisco; analyst comments |
| **Channel:** | News Network |
| **Date:** | 09/22/2003 |
| **Time:** | 8:22 pm |
| **Duration:** | 8 min |
| **Rating:** | General |
| **Language:** | English |
| **Alternate language:** | Spanish |
| **Closed caption:** | Yes |
| **Audio type:** | Stereo |
| **Categories:** | news,8; business,9; earnings,10; technology,7; ... |
| **Keywords:** | IBM; Dell; Cisco; analyst; ... |
| **Actors:** | |
| **Director:** | |

Segment metadata

# Figure 4

SEARCHING FOR PROGRAMS AND UPDATING VIEWER PREFERENCES
WITH REFERENCE TO PROGRAM SEGMENT CHARACTERISTICS
Inventors: Gil Gavriel DUDKIEWICZ et al.
Attorney: Ronald Coslick – 051448-0211
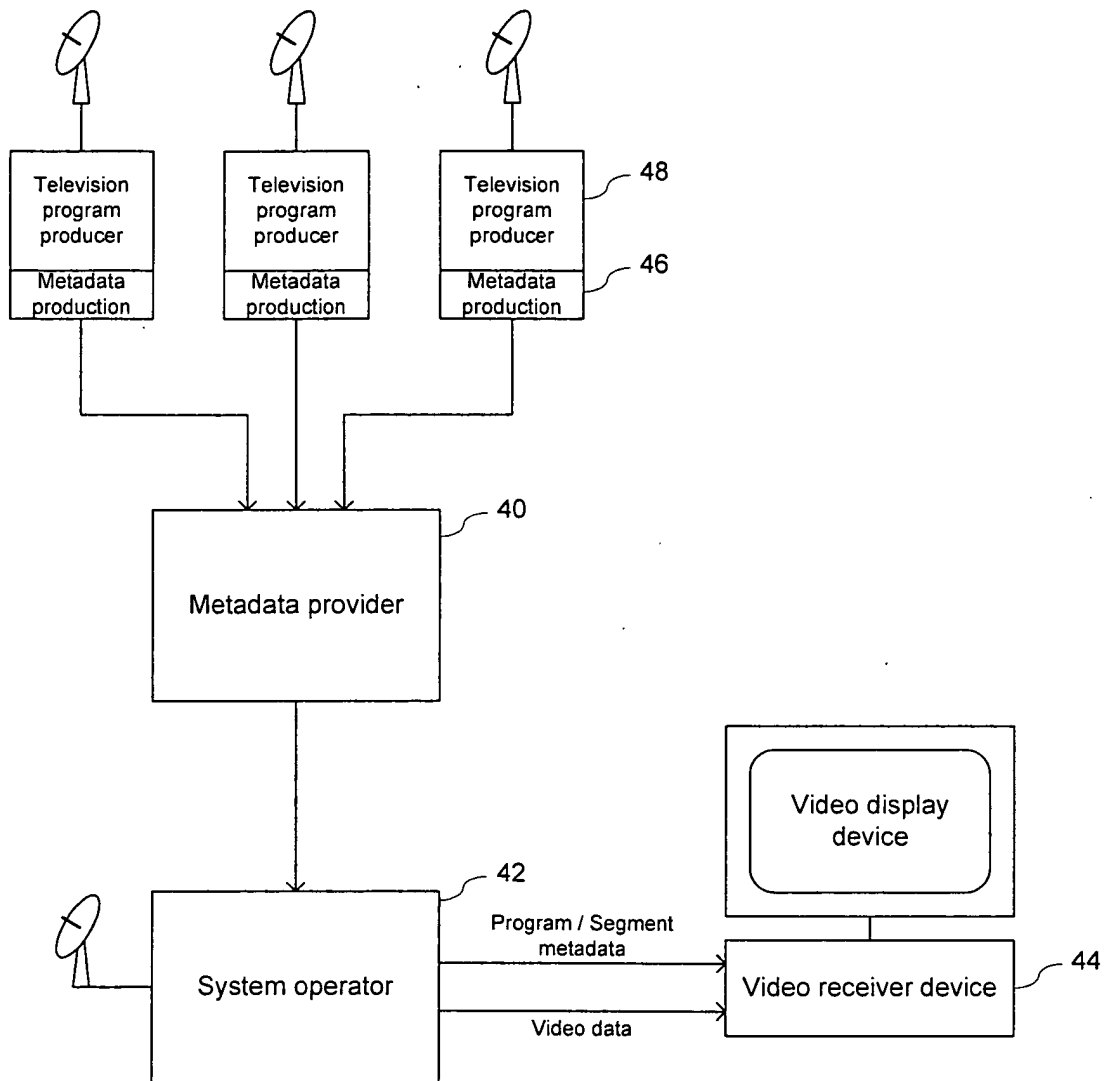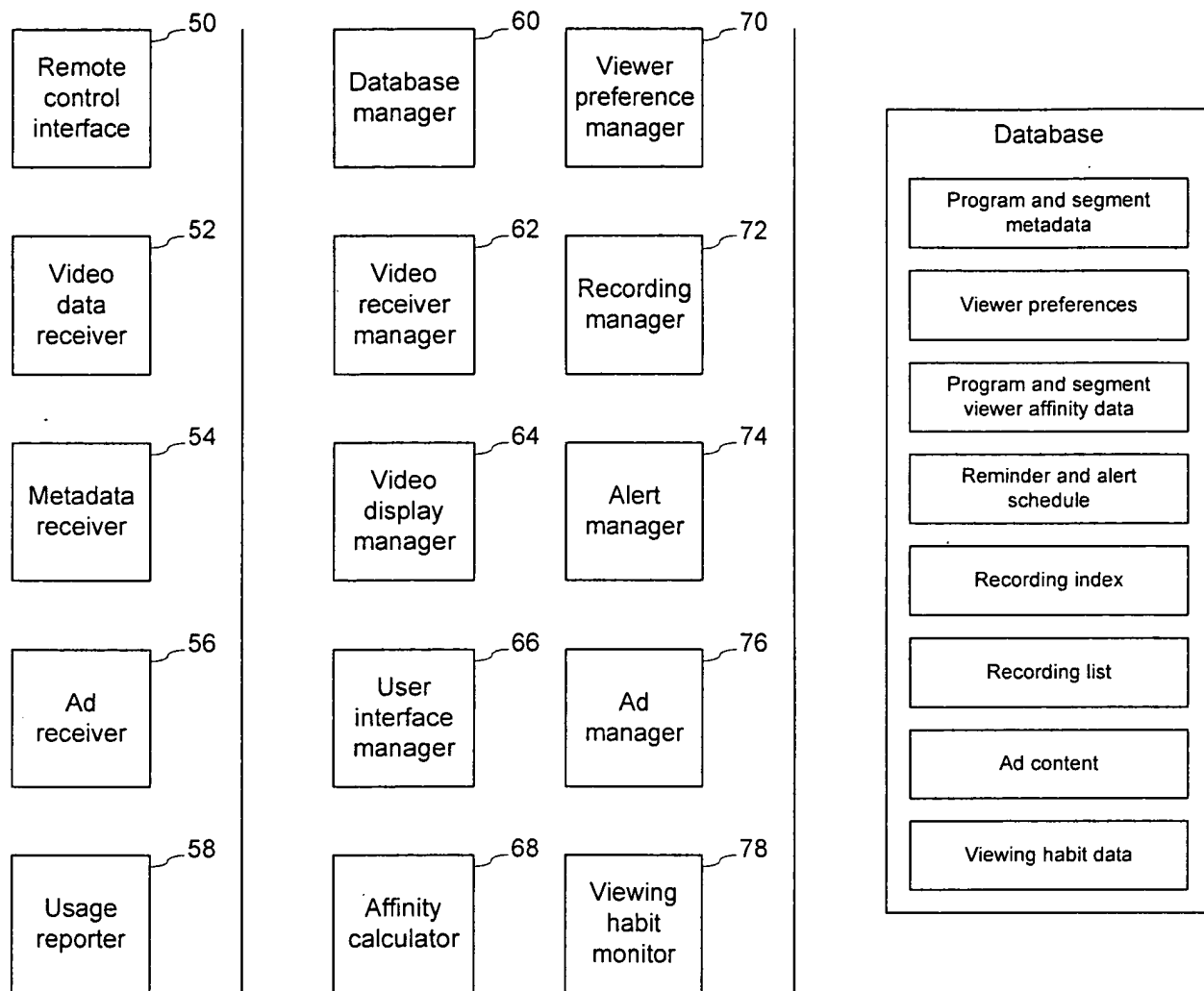FOLEY & LARDNER – (310) 277-2223
Sheet 4 of 19

Television program producer

Television program producer

Television program producer — 48

Metadata production

Metadata production

Metadata production — 46

Metadata provider — 40

System operator — 42

Program / Segment metadata

Video data

Video display device

Video receiver device — 44

# Figure 5

SEARCHING FOR PROGRAMS AND UPDATING VIEWER PREFERENCES
WITH REFERENCE TO PROGRAM SEGMENT CHARACTERISTICS
Inventors: Gil Gavriel DUDKIEWICZ et al.
Attorney: Ronald Coslick – 051448-0211
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50 Remote control interface

52 Video data receiver

54 Metadata receiver

56 Ad receiver

58 Usage reporter

60 Database manager

62 Video receiver manager

64 Video display manager

66 User interface manager

68 Affinity calculator

70 Viewer preference manager

72 Recording manager

74 Alert manager

76 Ad manager

78 Viewing habit monitor

Database

Program and segment metadata

Viewer preferences

Program and segment viewer affinity data

Reminder and alert schedule

Recording index

Recording list

Ad content

Viewing habit data

# Figure 6

SEARCHING FOR PROGRAMS AND UPDATING VIEWER PREFERENCES
WITH REFERENCE TO PROGRAM SEGMENT CHARACTERISTICS
Inventors: Gil Gavriel DUDKIEWICZ et al.
Attorney: Ronald Coslick – 051448-0211
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Sheet 6 of 19

## User Command                                   ## Device Response

**Display guide**
- Retrieve metadata objects within a given time and channel range
- Assemble and display guide:
  - form program / segment grid
  - display cursor in current program / segment in grid
  - display program description in program window
  - display segment description in segment window

**Move cursor**
- Retrieve additional metadata objects and update grid, if necessary
- Display cursor in new program/segment in grid
- Update contents of program and segment windows

**Select program or segment**
- If the cursor is located on a current program or segment, tune to the channel of the program or segment
- If the cursor is on a future program or segment:
  - if the cursor is on a segment, display option to remind for whole program or segment only, and receive selection
  - schedule reminder for segment or program

**Record**
- If the cursor is on a current program or segment
  - if the cursor is on a segment, display option to record whole program or segment only and receive selection
  - begin recording
- If the cursor is on a future program or segment:
  - if the cursor is on a segment, display option to record whole program or segment only and receive selection
  - schedule recording
- If the cursor is on a program or segment has already aired and that is buffered
  - if the cursor is on a segment and the whole program is buffered, display option to store the whole program or segment only and receive selection
  - store whole program or segment as recorded content

# Figure 7a

SEARCHING FOR PROGRAMS AND UPDATING VIEWER PREFERENCES
WITH REFERENCE TO PROGRAM SEGMENT CHARACTERISTICS
Inventors: Gil Gavriel DUDKIEWICZ et al.
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Sheet 7 of 19

## User Command         Device Response

**Filter**

- Present user interface for selecting filtering criteria
- Receive filtering criteria
- Retrieve metadata objects based on filtering criteria
- Assemble and display filtered guide

**Find more like this**

- Retrieve program and segment metadata having categories, keywords, actors or directors in common with a program or segment on which the cursor is located
- Display information about the retrieved programs and segments

OR

- Display user interface showing categories, keywords, actors and directors of the program or segment on which the cursor is located
- Receive input specifying which categories, keywords, actors and directors are of interest
- Retrieve program and segment metadata having the specified categories, keywords, actors or directors
- Display information about the retrieved programs and segments

**Update preferences**

- Update viewer preferences to reflect approval or disapproval of categories, keywords, actors or directors of a program or segment on which the cursor is located

OR

- Display user interface showing categories, keywords, actors and directors of the program or segment on which the cursor is located
- Receive input specifying which categories, keywords, actors and directors are approved or disapproved
- Update viewer preferences to reflect approval or disapproval of specified categories, keywords, actors or directors

# Figure 7b

SEARCHING FOR PROGRAMS AND UPDATING VIEWER PREFERENCES
WITH REFERENCE TO PROGRAM SEGMENT CHARACTERISTICS
Inventors: Gil Gavriel DUDKIEWICZ et al.
Attorney: Ronald Coslick – 051448-0211
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Sheet 8 of 19

**Business Day:** Today's business news and information.   8:27 pm  Ch 208  — 88
Mon 9/22 8:00 pm - 9:00 pm

**Segment:** Earnings Reports: IBM, Dell, Cisco; analyst comments   — 90
Start: 8:22
Duration: 8 min   — 86

| Mon 9/22 | 8:00 pm | 8:30 pm | 9:00 pm |
|---|---|---|---|
| 204  SPRT | Sports Central | | NFL Preview |
| 208  NEWS | \| \| B\|usine\|ss Day \| \| \| \| | | News |
| 209  HOME | Design at Home | | Decorating |
| 243  LA 13 | Giants @ Dodgers | | Postgame Show |
| 254  LA 24 | Business Report | Today in Politics | Roundtable |
| 258  LA 28 | Nexus | | Natural World |
| 280  LA 50 | Auto World | Sound Check | The Movie Critics |
| 288  LA 58 | Collector's Hour | | Investigation |

84   80   82

# Figure 8a

**Business Day:** Today's business news and information.   8:27 pm  Ch 208  — 88
Mon 9/22 8:00 pm - 9:00 pm

**Segment:** CEO Interview: Jeffrey Jones of Synthesco   — 90
Start: 8:30
Duration: 16 min   — 86

| Mon 9/22 | 8:00 pm | 8:30 pm | 9:00 pm |
|---|---|---|---|
| 204  SPRT | Sports Central | | NFL Preview |
| 208  NEWS | \| \| B\|usine\|ss Day \| \| \| \| | | News |
| 209  HOME | Design at Home | | Decorating |
| 243  LA 13 | Giants @ Dodgers | | Postgame Show |
| 254  LA 24 | Business Report | Today in Politics | Roundtable |
| 258  LA 28 | Nexus | | Natural World |
| 280  LA 50 | Auto World | Sound Check | The Movie Critics |
| 288  LA 58 | Collector's Hour | | Investigation |

84   80   82

# Figure 8b

SEARCHING FOR PROGRAMS AND UPDATING VIEWER PREFERENCES
WITH REFERENCE TO PROGRAM SEGMENT CHARACTERISTICS
Inventors: Gil Gavriel DUDKIEWICZ et al.
Attorney: Ronald Coslick – 051448-0211
FOLEY & LARDNER – (310) 277-2223
Sheet 9 of 19

**Business Day:** Today's business news and information.   8:27 pm  Ch 208   — 88
Mon 9/22 8:00 pm - 9:00 pm

**Segment:** Earnings Reports: IBM, Dell, Cisco; analyst comments   — 90
Start: 8:22
Duration: 8 min                                                    — 86

| Mon 9/22 | 8:00 pm | 8:30 pm | 9:00 pm |
|---|---|---|---|
| 204 SPRT | Sports Central | | NFL Preview |
| 208 NEWS | Business Day | | News |

← 92

| 209 HOME | Design at Home | | Decorating |
|---|---|---|---|
| 243 LA 13 | Giants @ Dodgers | | Postgame Show |
| 254 LA 24 | Business Report | Today in Politics | Roundtable |
| 258 LA 28 | Nexus | | Natural World |
| 280 LA 50 | Auto World | Sound Check | The Movie Critics |
| 288 LA 58 | Collector's Hour | | Investigation |

80

84

82

## Figure 9a

**Business Day:** Today's business news and information.   8:27 pm  Ch 208   — 88
Mon 9/22 8:00 pm - 9:00 pm

**Segment:** CEO Interview: Jeffrey Jones of Synthesco   — 90
Start: 8:30
Duration: 16 min                                           — 86

| Mon 9/22 | 8:00 pm | 8:30 pm | 9:00 pm |
|---|---|---|---|
| 204 SPRT | Sports Central | | NFL Preview |
| 208 NEWS | Business Day | | News |

← 92

| 209 HOME | Design at Home | | Decorating |
|---|---|---|---|
| 243 LA 13 | Giants @ Dodgers | | Postgame Show |
| 254 LA 24 | Business Report | Today in Politics | Roundtable |
| 258 LA 28 | Nexus | | Natural World |
| 280 LA 50 | Auto World | Sound Check | The Movie Critics |
| 288 LA 58 | Collector's Hour | | Investigation |

80

84

82

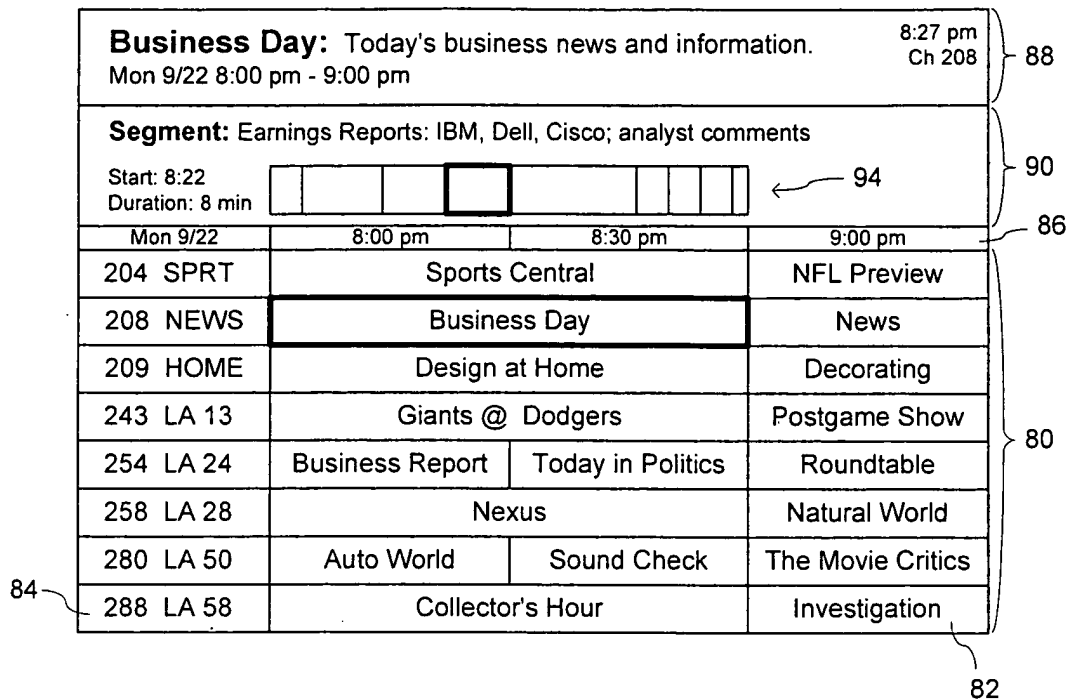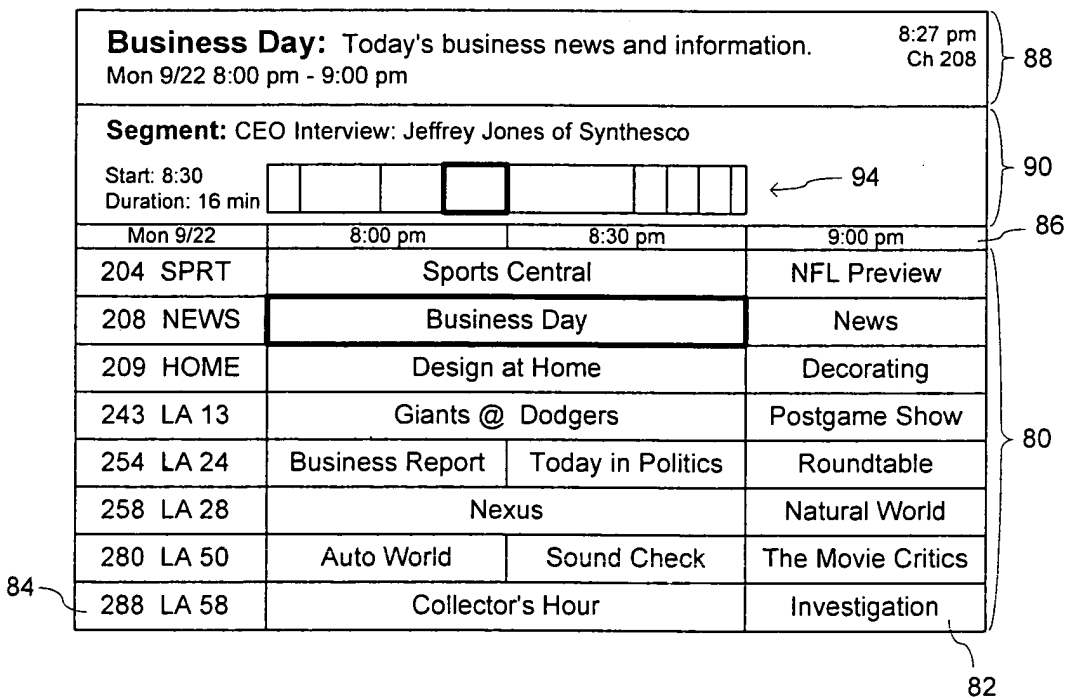## Figure 9b

SEARCHING FOR PROGRAMS AND UPDATING VIEWER PREFERENCES
WITH REFERENCE TO PROGRAM SEGMENT CHARACTERISTICS
Inventors: Gil Gavriel DUDKIEWICZ et al.
Attorney: Ronald Coslick – 051448-0211
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Sheet 10 of 19

**Business Day:** Today's business news and information.     8:27 pm   Ch 208   — 88
Mon 9/22 8:00 pm - 9:00 pm

Segment: Earnings Reports: IBM, Dell, Cisco; analyst comments   — 90

Start: 8:22
Duration: 8 min      ← 94   — 86

| Mon 9/22 | 8:00 pm | 8:30 pm | 9:00 pm |
|---|---|---|---|
| 204  SPRT | Sports Central || NFL Preview |
| 208  NEWS | Business Day || News |
| 209  HOME | Design at Home || Decorating |
| 243  LA 13 | Giants @ Dodgers || Postgame Show |
| 254  LA 24 | Business Report | Today in Politics | Roundtable |
| 258  LA 28 | Nexus || Natural World |
| 280  LA 50 | Auto World | Sound Check | The Movie Critics |
| 288  LA 58 | Collector's Hour || Investigation |

84      80      82

**Figure 10a**

**Business Day:** Today's business news and information.     8:27 pm   Ch 208   — 88
Mon 9/22 8:00 pm - 9:00 pm

Segment: CEO Interview: Jeffrey Jones of Synthesco   — 90

Start: 8:30
Duration: 16 min      ← 94   — 86

| Mon 9/22 | 8:00 pm | 8:30 pm | 9:00 pm |
|---|---|---|---|
| 204  SPRT | Sports Central || NFL Preview |
| 208  NEWS | Business Day || News |
| 209  HOME | Design at Home || Decorating |
| 243  LA 13 | Giants @ Dodgers || Postgame Show |
| 254  LA 24 | Business Report | Today in Politics | Roundtable |
| 258  LA 28 | Nexus || Natural World |
| 280  LA 50 | Auto World | Sound Check | The Movie Critics |
| 288  LA 58 | Collector's Hour || Investigation |

84      80      82

**Figure 10b**

SEARCHING FOR PROGRAMS AND UPDATING VIEWER PREFERENCES
WITH REFERENCE TO PROGRAM SEGMENT CHARACTERISTICS
Inventors: Gil Gavriel DUDKIEWICZ et al.
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| Mon 9/22 | 8:00 pm | 8:30 pm | 9:00 pm |
|---|---|---|---|
| 204  SPRT | Sports Central | | NFL Preview |
| 208  NEWS | Business Day | | News |
| 209  HOME | Design at Home | | Decorating |

**Business Day:** Today's business news and information.   8:27 pm  Ch 208
Mon 9/22 8:00 pm - 9:00 pm

**Segment:** Earnings Reports: IBM, Dell, Cisco; analyst comments

| Segments | Start |
|---|---|
| Business Headlines | 8:00 |
| Market Update | 8:04 |
| Interest Rates | 8:14 |
| Earnings Reports | 8:22 |
| CEO Interview | 8:30 |
| Industry Focus | 8:46 |
| Tech Stock Rally | 8:50 |
| Economics Summit | 8:54 |
| Market Recap | 8:58 |

96

84  86  80  90  88

# Figure 11a

| Mon 9/22 | 8:00 pm | 8:30 pm | 9:00 pm |
|---|---|---|---|
| 204  SPRT | Sports Central | | NFL Preview |
| 208  NEWS | Business Day | | News |
| 209  HOME | Design at Home | | Decorating |

**Business Day:** Today's business news and information.   8:27 pm  Ch 208
Mon 9/22 8:00 pm - 9:00 pm

**Segment:** CEO Interview: Jeffrey Jones of Synthesco

| Segments | Start |
|---|---|
| Business Headlines | 8:00 |
| Market Update | 8:04 |
| Interest Rates | 8:14 |
| Earnings Reports | 8:22 |
| CEO Interview | 8:30 |
| Industry Focus | 8:46 |
| Tech Stock Rally | 8:50 |
| Economics Summit | 8:54 |
| Market Recap | 8:58 |

96

84  86  80  90  88

# Figure 11b

SEARCHING FOR PROGRAMS AND UPDATING VIEWER PREFERENCES
WITH REFERENCE TO PROGRAM SEGMENT CHARACTERISTICS
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Sheet 12 of 19

## User Command

## Device Response

Display banner

- Retrieve metadata objects for the current time period and channel
- Assemble and display the banner:
    - form segment fields
    - display cursor in the current segment field
    - display program description in the banner
    - display segment description in the banner

Move cursor

- Display cursor in new segment field
- display segment description of new segment

Select

- Schedule a reminder for the segment on which the cursor is located

Record

- Display option to record whole program or segment only and receive selection
    - if viewer selects record whole program, begin recording and store any buffered portion
    - if viewer selects record segment and segment is current, begin recording
    - if viewer selects record segment and segment is future, schedule recording
    - if viewer selects record segment and segment is buffered, store segment as recorded content

# Figure 12a

SEARCHING FOR PROGRAMS AND UPDATING VIEWER PREFERENCES
WITH REFERENCE TO PROGRAM SEGMENT CHARACTERISTICS
Inventors: Gil Gavriel DUDKIEWICZ et al.
Attorney: Ronald Coslick – 051448-0211
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Sheet 13 of 19

## User Command

## Device Response

Find more like this

- Retrieve program and segment metadata having categories, keywords, actors or directors in common with a segment on which the cursor is located
- Display information about the retrieved programs and segments

OR

- Display user interface showing categories, keywords, actors and directors of the segment on which the cursor is located
- Receive input specifying which categories, keywords, actors and directors are of interest
- Retrieve program and segment metadata having the specified categories, keywords, actors or directors
- Display information about the retrieved programs and segments

Update preferences

- Update viewer preferences to reflect approval or disapproval of categories, keywords, actors or directors of a segment on which the cursor is located

OR

- Display user interface showing categories, keywords, actors and directors of the segment on which the cursor is located
- Receive input specifying which categories, keywords, actors and directors are approved or disapproved
- Update viewer preferences to reflect approval or disapproval of specified categories, keywords, actors or directors

# Figure 12b

SEARCHING FOR PROGRAMS AND UPDATING VIEWER PREFERENCES
WITH REFERENCE TO PROGRAM SEGMENT CHARACTERISTICS
Inventors: Gil Gavriel DUDKIEWICZ et al.
Attorney: Ronald Coslick – 051448-0211
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**Figure 13a**

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| Segments | Start |
|---|---|
| Business Headlines | 8:00 |
| Market Update | 8:04 |
| Interest Rates | 8:14 |
| Earnings Reports | 8:22 |
| CEO Interview | 8:30 |
| Industry Focus | 8:46 |
| Tech Stock Rally | 8:50 |
| Economics Summit | 8:54 |
| Market Recap | 8:58 |

100

108

| CH: News 208 | **Business Day:** Today's business news and information. | 8:27 pm Ch 208 |
|---|---|---|
| Date: 09/22/2003 Start: 8:00 pm Duration: 60 min | **Segment:** Earnings Reports: IBM, Dell, Cisco; analyst comments | |
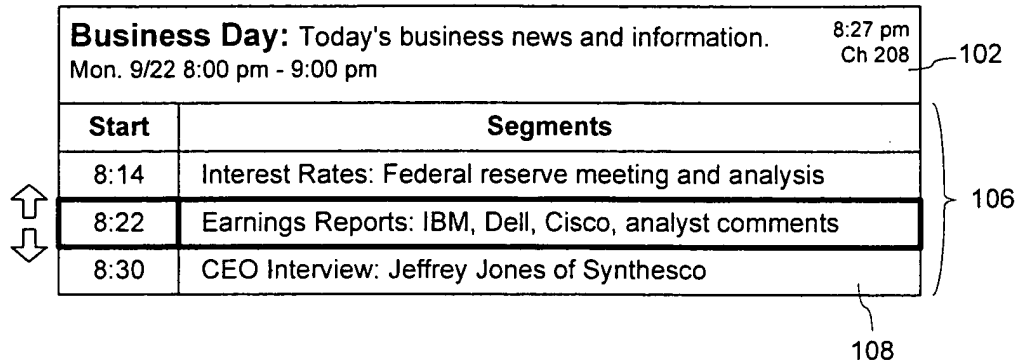
102

104

**Figure 13b**

106

| Segments | Start |
|---|---|
| Business Headlines | 8:00 |
| Market Update | 8:04 |
| Interest Rates | 8:14 |
| Earnings Reports | 8:22 |
| CEO Interview | 8:30 |
| Industry Focus | 8:46 |
| Tech Stock Rally | 8:50 |
| Economics Summit | 8:54 |
| Market Recap | 8:58 |

100

108

| CH: News 208 | **Business Day:** Today's business news and information. | 8:27 pm Ch 208 |
|---|---|---|
| Date: 09/22/2003 Start: 8:00 pm Duration: 60 min | **Segment:** Industry Focus: Growth returns to the travel industry | |

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SEARCHING FOR PROGRAMS AND UPDATING VIEWER PREFERENCES
WITH REFERENCE TO PROGRAM SEGMENT CHARACTERISTICS
Inventors: Gil Gavriel DUDKIEWICZ et al.
Attorney: Ronald Coslick – 051448-0211
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**Business Day:** Today's business news and information.　8:27 pm Ch 208 ⟋—102
Mon. 9/22 8:00 pm - 9:00 pm

| Start | Segments |
|-------|----------|
| 8:14 | Interest Rates: Federal reserve meeting and analysis |
| 8:22 | Earnings Reports: IBM, Dell, Cisco, analyst comments |
| 8:30 | CEO Interview: Jeffrey Jones of Synthesco |

106

108

# Figure 14a

**Business Day:** Today's business news and information.　8:27 pm Ch 208 ⟋—102
Mon. 9/22 8:00 pm - 9:00 pm

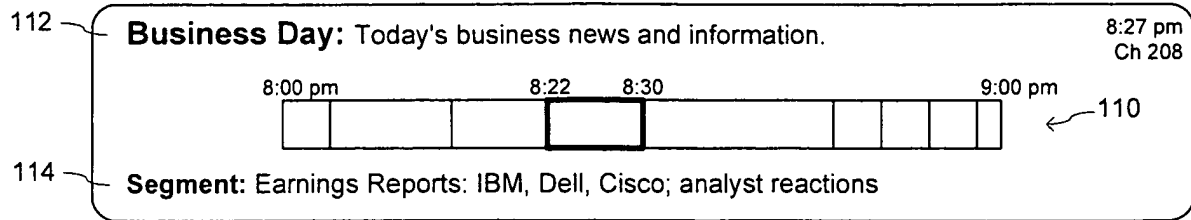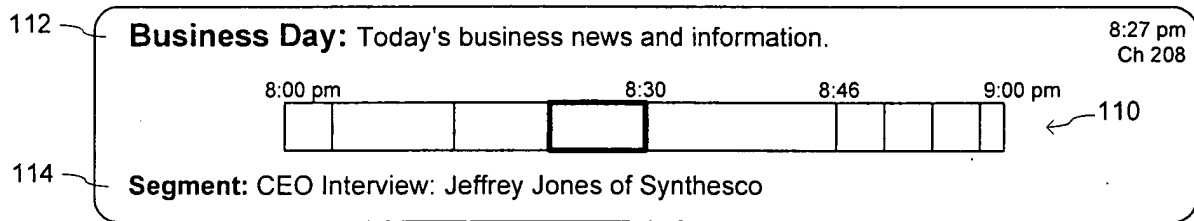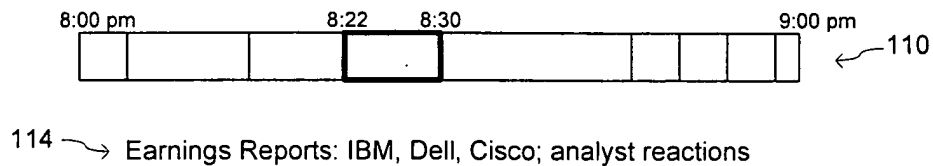| Start | Segments |
|-------|----------|
| 8:22 | Earnings Reports: IBM, Dell, Cisco, analyst comments |
| 8:30 | CEO Interview: Jeffrey Jones of Synthesco |
| 8:46 | Industry Focus: Growth returns to the travel industry |

106

108

# Figure 14b

SEARCHING FOR PROGRAMS AND UPDATING VIEWER PREFERENCES
WITH REFERENCE TO PROGRAM SEGMENT CHARACTERISTICS
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112 —

**Business Day:** Today's business news and information.

8:27 pm
Ch 208

8:00 pm          8:22      8:30                              9:00 pm
                                                                    ←—110

114 —

**Segment:** Earnings Reports: IBM, Dell, Cisco; analyst reactions

## Figure 15a

112 —

**Business Day:** Today's business news and information.

8:27 pm
Ch 208

8:00 pm                        8:30            8:46      9:00 pm
                                                                    ←—110

114 —

**Segment:** CEO Interview: Jeffrey Jones of Synthesco

## Figure 15b

8:00 pm          8:22      8:30                              9:00 pm
                                                                    ←—110

114 —→ Earnings Reports: IBM, Dell, Cisco; analyst reactions

## Figure 16a

8:00 pm                              8:46  8:50    9:00 pm
                                                                    ←—110

114 —→ Industry Focus: Growth returns to the travel industry

## Figure 16b

SEARCHING FOR PROGRAMS AND UPDATING VIEWER PREFERENCES
WITH REFERENCE TO PROGRAM SEGMENT CHARACTERISTICS
Inventors: Gil Gavriel DUDKIEWICZ et al.
Attorney: Ronald Coslick – 051448-0211
FOLEY & LARDNER – (310) 277-2223
Sheet 17 of 19

**Business Day:** Today's business news and information.    8:27 pm  Ch 208
Mon 9/22 8:00 pm - 9:00 pm

**Segment:** Earnings Reports: IBM, Dell, Cisco; analyst comments    ★★★
Start: 8:22                                                         Earnings
Duration: 8 min                                                        IBM

| Mon 9/22 | 8:00 pm | 8:30 pm | 9:00 pm |
|---|---|---|---|
| 204 SPRT | Sports Central | | NFL Preview |
| 208 NEWS | Business Day | | News |
| 209 HOME | Design at Home | | Decorating |
| 243 LA 13 | Giants @ Dodgers | | Postgame Show |
| 254 LA 24 | Business Report | Today in Politics | Roundtable |
| 258 LA 28 | Nexus | | Natural World |
| 280 LA 50 | Auto World | Sound Check | The Movie Critics |
| 288 LA 58 | Collector's Hour | | Investigation |

**Figure 17a**

**Business Day:** Today's business news and information.    8:27 pm  Ch 208
Mon 9/22 8:00 pm - 9:00 pm

**Segment:** CEO Interview: Jeffrey Jones of Synthesco    ★
Start: 8:30
Duration: 16 min                                        Business

| Mon 9/22 | 8:00 pm | 8:30 pm | 9:00 pm |
|---|---|---|---|
| 204 SPRT | Sports Central | | NFL Preview |
| 208 NEWS | Business Day | | News |
| 209 HOME | Design at Home | | Decorating |
| 243 LA 13 | Giants @ Dodgers | | Postgame Show |
| 254 LA 24 | Business Report | Today in Politics | Roundtable |
| 258 LA 28 | Nexus | | Natural World |
| 280 LA 50 | Auto World | Sound Check | The Movie Critics |
| 288 LA 58 | Collector's Hour | | Investigation |

**Figure 17b**

SEARCHING FOR PROGRAMS AND UPDATING VIEWER PREFERENCES
WITH REFERENCE TO PROGRAM SEGMENT CHARACTERISTICS
Inventors: Gil Gavriel DUDKIEWICZ et al.
Attorney: Ronald Coslick – 051448-0211
FOLEY & LARDNER – (310) 277-2223
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| Segments | Start | Interest |
|---|---|---|
| Peace Talks | 9:00 | |
| Presidential Campaigns | 9:03 | |
| Supreme Court Decision | 9:09 | |
| Business | 9:13 | |
| Sports | 9:19 | |
| Entertainment | 9:24 | |
| Weather | 9:28 | |

106

118

100

| CH: News 208<br>Date: 09/22/2003<br>Start: 8:00 pm<br>Duration: 60 min | **News:** The day's news in thirty minutes. | 9:14 pm<br>Ch 208 |
|---|---|---|
| | **Segment:** Business: market recap; tech rally; oil price spike | |

102

104

## Figure 18

**Find more like:**
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**Category:**

☐ News

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**Keyword:**

122 — ☐ IBM

☑ Dell

☑ Cisco

## Figure 19

SEARCHING FOR PROGRAMS AND UPDATING VIEWER PREFERENCES
WITH REFERENCE TO PROGRAM SEGMENT CHARACTERISTICS
Inventors: Gil Gavriel DUDKIEWICZ et al.
Attorney: Ronald Coslick – 051448-0211
FOLEY & LARDNER – (310) 277-2223
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**Figure 20a**



**Figure 20b**